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2/9/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

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february

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1954

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february

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1954

35 west 53rd street • new york 19 • circle 7-4447

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, FEBRUARY 6, 1953		
Now Going On	ANNUAL EXHIBITION: "AT HOME WITH CERAMICS"	N.Y. SOCIETY OF CERAMIC ARTS	AMERICAN MUSEUM OF NATURAL HISTORY
	Fifty-ninth annual exhibition of the New York Society of Ceramic Arts, displaying the work of leading American ceramists. Pottery, sculpture, enamels and glass in room settings by decorators and designers will be shown in a group of eight room settings. Lectures and demonstrations of pottery and sculpture techniques each day. Admission is free through Feb. 23. Publicity: Philip Cutler, 152 W. 65th St., TR. 7-3726.		
Friday Feb. 6 10:00 A.M.	PREVIEW OF ADVANCE UMBRELLA COLLECTION	POLAN, KATZ UMBRELLAS	330 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Press preview of advance collection of Polan, Katz umbrella line. By invitation only. Publicity: Viola Shefer, 745 Fifth Ave., PL. 3-3173.		
Friday Feb. 6 11:00 A.M.	PREVIEW OF SUMMER COLLECTION	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
	Presentation of B. H. Wragge's Summer collection. By invitation only. Publicity: Molly Porter at Wragge, WI. 7-4968.		
Beginning Friday Feb. 6 2:30 P.M.	OPENING: CEIL CHAPMAN'S SUMMER COLLECTION	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Ceil Chapman will present her Summer collection at 2:30 P.M. Publicity: Alto Schifrine at Samuel Chapman, LA. 4-5800.		
Friday Feb. 6 4:00 P.M.- 7:00 P.M.	COCKTAIL PARTY AT NEW SHOWROOM	ROSE MARIE REID SWIMSUITS	1407 BROADWAY SHOWROOM - 14TH FLOOR
	Cocktail party at opening of new Rose Marie Reid showroom. By invitation. Publicity: Betty Rich of Rose Marie Reid, PE. 6-6275.		
Beginning Friday Feb. 6	OPENING OF SUMMER COLLECTION	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Informal showings of Dorine Liebert's Summer line of separates. Publicity: Sue Gardner, 98 Riverside Dr., TR. 7-4952.		
Beginning Friday Feb. 6	OPENING OF SUMMER COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM
	Nat Kaplan will present his Summer collection daily at 10:30 A.M., 1:15 P.M. and 4:00 P.M. Publ.: Viola Shefer, 745 Fifth Ave., PL. 3-3173.		
Friday Feb. 6- Feb. 13	SHOWING OF SUMMER COLLECTION	EDITH SMALL ORIGINALS	HOTEL GOTHAM 55TH ST. & 5TH AVENUE
	Edith Small, couturier designer from California, is showing her Summer collection of suits, dresses and evening gowns to press and buyers. By appointment only. Contact: Aileen Platt of Barkann-Platt Associates, 19 E. 88th St., TR. 6-1354.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

FRIDAY, FEB. 6		
Rudolf Gowns.	.1:15 P.M. daily	530 7th, WI. 7-6865
Martin Simon, Inc.	.Continuous showings	498 7th, LA. 4-2877
MONDAY, FEB. 9		
Fred Greenberg Dress Co.	.10:30 A.M. & 2:30 P.M. . .	550 7th, LO. 4-5820
TUESDAY, FEB. 10		
David Levine Co.	.10:30 A.M. & 2:30 P.M. . .	530 7th, LA. 4-0237
Elfreda-Fox, Inc.	.1:00 P.M. daily	498 7th, CH. 4-2659
Frank Starr, Inc.	.1:00 P.M. daily	530 7th, LA. 4-7690
Talmack, Inc.	.1:00 P.M. daily	530 7th, BR. 9-1195
Larry L. Aldrich Co., Inc. . . .	.2:30 P.M.,by appointment. .	530 7th, CH. 4-1872
Ed Gerrick, Inc.	.2:30 P.M. daily	550 7th, LO. 4-1820
Herbert Sondheim, Inc.	.2:30 P.M.; 10:30 & 2:30,. . Wed., Thurs., Fri. only	530 7th, LA. 4-7540
WEDNESDAY, FEB. 11		
Joseph Halpert, Inc.	.2:30 P.M. daily . . . . . (Note Change of Time)	530 7th, WI. 7-7400

Contact: Leonard W. Gendler, Executive Secretary, 1440 Broadway, CH. 4-6945.

WEEK BEGINNING MONDAY, FEBRUARY 9, 1953

Monday Feb. 9 11:30 A.M. Luncheon	PRESS SHOWING: "ALL-WEATHER" COATS	SHERMAN BROTHERS, INC.	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR

Sherman Brothers will make their first press presentation of the Spring and Summer collection of Sherbrooke "All-Weather" coats, including the highlights from their children's line. By invitation only. Publicity: Jan Lovett at Sherman Bros., LA. 4-5588.

Monday Feb. 9 3:30 P.M. Tea	PREVIEW OF SUMMER COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

Martini Designed will present their Summer collection, designed by Sylvan Rich,followed by tea. By invitation. Publ.: Mildred Kaldor, MU. 9-5420.

Monday Feb. 9 4:00 P.M.	PREVIEW OF SUMMER FASHION COLLECTION	PHILIP HULITAR	37 WEST 47TH STREET SHOWROOM

Press preview of Summer fashions by Philip Hulitar. Daily thereafter at 10:30 A.M. and 4:00 P.M. Contact: CO. 5-7145.

Monday Feb. 9 5:00 P.M.- 7:00 P.M. Cocktails	SHOWING OF FRENCH HANDKERCHIEFS & SCARVES	FRENCH EXPOSITIONS IN THE U.S.A., INC.	610 FIFTH AVENUE ROOM 414

The Commercial Counselor to the French Embassy will present a collection of handkerchiefs and scarves by 16 leading French manufacturers. By invitation only. Continuous daily trade showings, Feb. 10 to Feb. 14. Contact: Roland D'Albis, 610 Fifth Ave., CO. 5-5677.

Beginning Monday Feb. 9	OPENING OF SUMMER COLLECTION	DARTFORD DEBS MODES, INC.	1400 BROADWAY SHOWROOM

Opening of the Dartford Deb Summer line, designed by Betty Carol, at continuous daily showings. Contact: LA. 4-2277.

Beginning Monday Feb. 9	OPENING OF SUMMER COLLECTION	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET 3RD FLOOR

Kiviette will present her Summer collection at daily continuous informal showings or by appointment. Contact: Arthur L. Kiviette, PL. 7-8750.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 9- Feb. 10	ANNUAL WESTMINSTER DOG SHOW	WESTMINSTER KENNEL CLUB (22 E. 60TH ST.)	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
	Annual Westminster Kennel Club Dog Show at Madison Square Garden with morning, afternoon and evening performances. Admission: $2.00. Publicity: Manning Public Relations, 40 East 54th St., PL. 5-7585.		
Monday Feb. 9- Feb. 13	"THE 1953 BRIDE & HER NEW HOME"	ABRAHAM & STRAUS	10TH FLOOR RESTAURANT
	Showing of bridal gowns inspired by British Queens. Special fashion and home furnishings displays for the bride throughout the store. Contact: Susan Trowbridge, Feature Events, TR. 5-7200, Ext. 661.		
Feb. 9- Feb. 13	1953 NATIONAL NOTION SHOW BY THE NATIONAL NOTION & NOVELTY EXHIBIT AT THE HOTEL NEW YORKER. Contact: George English, PE. 6-5000.		
Monday Feb. 9- Feb. 20	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUE	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR
	Special showroom presentation of fashions from Charm's May-June "Two Weeks With Pay" tandem issues, featuring a promotion and display blueprint. Merchandise showings at 9:00 A.M., 11:00 A.M., and 3:00 P.M. Open to buyers, merchandise managers, display directors, store promotion executives and buying offices. Contact: Promotion Dept., PL. 9-2080.		
Beginning Tuesday Feb. 10 10:30 A.M.	OPENING OF SUMMER COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM-21ST FLOOR
	David Levine will present his Summer collection daily at 10:30 A.M. and 2:30 P.M. Contact: Miss Fritzi, LA. 4-0237.		
Tuesday Feb. 10 11:00 A.M.	PREVIEW: SPRING SHOE COLLECTION	SAKS FIFTH AVENUE	PARK LANE HOTEL PETIT SALON
	Saks Fifth Avenue will present their Spring shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Beginning Tuesday Feb. 10 11:30 A.M.	OPENING OF SUMMER COLLECTION	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM-21ST FLOOR
	Showing of Summer dress collection at 11:30 A.M. and 3:30 P.M. daily. Contact: CH. 4-5693.		
Tuesday Feb. 10 12:30 P.M. Luncheon	VALENTINE FASHIONS AT LUNCHEON SHOW	JANE ENGEL (50 E. 79TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	"Hearts and Flowers"--Valentine Day and Spring fashions by Jane Engel will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Show coordinator: Agnes Phillips, 521 Fifth Ave., MU. 2-2520. Jane Engel Publicity: Louise G. Fried, RH. 4-0300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Tuesday Feb. 10 1:00 P.M. Luncheon	OPENING OF SUMMER COLLECTION	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Janice Milan will present her Summer collection, designed by Selig Sidney. Showings at 1:30 P.M. No Friday Showings. Contact: LO. 4-7940.		
Beginning Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION	ELFREDA-FOX	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
	Presentation of Elfreda-Fox Summer collection at 1:00 P.M. daily. Contact: CH. 4-2659.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Feb. 10 1:00 P.M.	SHOWING OF SUMMER COLLECTION	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM
	Talmack will present their Summer collection at 1:00 P.M. daily. Contact: BR. 9-1195.		
Beginning Tuesday Feb. 10 1:00 P.M.	OPENING OF SUMMER COLLECTION	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FL.
	Frank Starr will present his Summer collection at 1:00 P.M. daily. Contact: LA. 4-7690.		
Tuesday Feb. 10 3:30 P.M.	SUMMER COCKTAIL & AFTERNOON DRESSES	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Arnold-Fox will present a collection of Summer cocktail and afternoon dresses, designed by Billy Gordon, including a special group of cottons. Press by invitation. Trade shows on Feb. 11, 12, 17 and 18, at 3:30 P.M. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		
Tuesday Feb. 10 3:45 P.M.- 6:00 P.M. Cocktails	SWISS FABRIC FASHION SHOW	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE BALLROOM
	Over 50 leading designers and manufacturers of formal and semi-formal dresses, sportswear, separates, blouses, lingerie, bridals, etc., from New York, out-of-town and European markets collaborate in presentation of Swiss Fabrics from current Summer collections. Tenth annual presentation, arranged by Cotton Textile Industry of Switzerland. Doors open 3:45 P.M. Showing from 4:15 P.M. Press and retail trade by invitation only. Contact: Swiss Fabric Group, Inc., 110 E. 42nd Street, OR. 9-2750.		
Tuesday Feb. 10 4:00 P.M.- 6:00 P.M. Cocktails	"QUEEN OF IRISH LINEN" CEREMONY	IRISH LINEN GUILD (1270 SIXTH AVENUE)	HOTEL ALGONQUIN ROOM 306
	The Irish Linen Guild will proclaim Rosemary O'Reilly, of the Broadway musical "New Faces" as Irish Linen Queen for 1953. She will be presented with an Irish Linen trousseau, complete from household linen to fashions, which will be modelled. Ceremony at 4:30 P.M. By invitation only. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Tuesday Feb. 10 4:00 P.M.	SIXTH ANNUAL NOTIONS CLINIC	NATIONAL NOTION ASSOCIATION, INC.	HOTEL McALPIN GRAND BALLROOM
	Sixth annual notions clinic with presentation of prizes for their advertising contest: "Notions of a Fashion Editor." Contact: Arthur I. Mellin of the association at 1170 Broadway, MU. 5-9020.		
Beginning Tuesday Feb. 10	OPENING OF SUMMER COLLECTION	MARIA KRUM	41 WEST 56TH STREET SALON
	Opening of Maria Krum's Summer collection, featuring Swiss and domestic cottons. Publicity: Helen Galland at Maria Krum, CI. 7-3060.		
Tuesday Feb. 10- Feb. 12	"THE FASHION HERALD OF 1953" IN BOSTON	THE BOSTON HERALD	SHERATON PLAZA BOSTON, MASS.
	Sixth annual Spring fashion promotion by The Boston Herald. Contact: Patricia Porter, Boston Herald, 80 Mason St., Boston.		
Wednesday Feb. 11 11:00 A.M.	PRESS PREVIEW: NEW "BENIRA" COLLECTION	FIRA BENENSON, INC.	37 WEST 57TH STREET SALON
	Fira Benenson will present her new small "Benira" collection to the press. By invitation. Publ.: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 11 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOW	ROSETTE PENNINGTON (20 EAST 56TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
	"Fairy Tale"--bridal fashions by Rosette Pennington. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publ.: Ruth English, PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Wednesday Feb. 11 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE COTILLION ROOM
	Luncheon fashion show by the Swiss Fabric Group (previewed on Feb. 10 -- see Pg. 4). Reservations: TE. 8-8000. Contact: Swiss Fabric Group, Inc., 110 E. 42nd St., OR. 9-2750. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.		
Beginning Wednesday Feb. 11 1:00 P.M.	OPENING OF SUMMER COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Junior Sophisticates will present their Summer collection at 1:00 P.M. and 4:00 P.M. daily. Contact: Ellen Rowsell, LA. 4-0462.		
Beginning Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION	PIERRE BALMAIN, N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Presentation of Pierre Balmain, N.Y. Summer collection at 2:30 P.M. daily. Contact: Dorothy Smith at Balmain, CH. 4-2659.		
Beginning Wednesday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION	JACQUES FATH-JOSEPH HALPERT	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
	Joseph Halpert will present the Summer collection, designed by Jacques Fath. Press showing Thurs., Feb. 12, at 2:30 P.M. Publicity: Edith Jordan at Joseph Halpert, WI. 7-7400.		
Feb. 12	LINCOLN'S BIRTHDAY (Thursday).		
Thursday Feb. 12 11:00 A.M.	PREVIEW OF SUMMER COLLECTION	TINA LESER	42 EAST 57TH STREET SHOWROOM
	Tina Leser will present a preview of her Summer collection to the press. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Thursday Feb. 12 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW	DE PINNA	HOTEL PLAZA TERRACE ROOM
	De Pinna will present designer fashions, including Pierre Balmain, Oleg Cassini, Jane Derby, Ben Gershel, Maria Krum, Philip Mangone, Anna Miller, Monte-Sano & Pruzan, Jo Copeland-Pattullo, Maurice Rentner, Sonia Gowns and Trigere. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Solita Arbib, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday Feb. 12 4:00 P.M.	OPENING OF SUMMER GROUP	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Opening of Pauline Trigere's Summer group. Showings also on Friday, Feb. 13, at 10:30 A.M., Tues., Feb. 17 and Wed., Feb. 18 at 2:30 P.M. By invitation only. Contact: Cecille Gordon at Trigere, LO. 3-1600.		
Friday Feb. 13 4:00 P.M.	PREVIEW OF SUMMER AFTERNOON FASHIONS	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
	Harmay presents their Summer collection to the press. By invitation. Daily showings at 4:00 P.M., beginning Feb. 12. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 13 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	VARIOUS DESIGNERS	HOTEL PIERRE COTILLION ROOM

"Gowns and Backgrounds of Yesteryear and Today"--fashion show during luncheon featuring: Glenhunt Town & Country Clothes; cocktail and dinner dresses by Fred Greenberg; evening gowns by Aranka Gyorky; furs by K. Hartenstein; hats by Emme; table settings by Vida French Beranger and Hazel Carleton Swords; hair styles by Ferrantelle. Price: $7.50. Show coordinated by Nola Luxford, Pierre Fashion Director. For reservations: contact: TE. 8-8000.

Feb. 14 VALENTINE'S DAY (Saturday).

Sunday Feb. 15 9:00 P.M. Supper	"CARIOCA BALL" CARNIVAL	THE BRAZILIAN CULTURAL SOCIETY, INC.	WALDORF-ASTORIA GRAND BALLROOM

The Brazilian Cultural Society, in cooperation with the Brazilian Consulate General and the Brazilian Government Trade Bureau will hold a Carioca Ball for the benefit of the Damon Runyon Fund of Brazil. Tickets: $15.00. Contact: Charles Berliner, Brazilian Center, 111 Wall St., WH. 4-5348.

Monday Feb. 16 11:00 A.M.	PREVIEW OF SPRING HATS AND SEPARATES	VALIA'S BOUTIQUE	532 MADISON AVENUE CORNER 54TH STREET

Valia's Boutique will present their preview of Spring hats and separates. By invitation only. Publicity: Helen Galland, at Valia's, PL. 8-2755.

Tuesday Feb. 17 9:15 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR

The Allied Kid Company's Fall-Winter collection will be previewed: To fashion press and shoe stylists, Feb. 17, 9:15 A.M. To fabric and hosiery stylists-dept. store fashion coordinators and shoe buyers, Feb. 17, 3:30 P.M. To buying office fashion coordinators - fashion publicists and accessory stylists, Feb. 18, 9:15 A.M. By invitation. Contact: Helen Caruso at Allied Kid, MU. 6-1623.

Tuesday Feb. 17 10:00 A.M. Breakfast	SPRING FASHIONS FOR TALL GIRLS	TALL WEAR	13 EAST 47TH STREET SALON

Tall Wear presents their Spring collection of coats, suits, dresses, sportswear, lingerie and accessories, at a preview. Introduction of special heights, short talls, medium talls and tall talls. By invitation only. Contact: Sylvia Pollack, at Tall Wear, EL. 5-6029.

Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

Arnold Constable will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.

Tuesday Feb. 17 9:00 P.M.- 2:00 A.M.	SECOND N. Y. MARDI GRAS	BENEFIT FOR WELFARE FUND OF JUNIOR LEAGUE	HOTEL ASTOR GRAND BALLROOM

Leading business firms will participate in the Second Annual Mardi Gras Ball, with costumes depicting their product created by leading cartoonists and illustrators, under direction of Russell Patterson. Costumes will be televized over Station WNBT from 11:15 P.M. to 12:15 P.M. Contact: Mrs. Thomas D. Luckenbill, Chmn., 130 E. 86th St., BU. 8-6220.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Feb. 18	ASH WEDNESDAY--(Beginning of Lent).		
Wednesday Feb. 18 12:30 P.M. Luncheon	JUNIOR SOPHISTICATES FASHIONS AT LUNCHEON	BONWIT TELLER	WALDORF-ASTORIA EMPIRE ROOM
	Bonwit Teller will present Junior Sophisticates fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Beginning Wednesday Feb. 18	OPENING OF FALL COTTON LINE	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM - 12TH FL.
	Herbert Meyer presents "National Bank of Cotton" Fall line at continuous daily showings. Publicity: Ken R. Williams, 160 Columbia Hts.,UL.5-3175.		
Thursday Feb. 19 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
	"Harlequinade--Animated Display of Summer Accessories." Market reports by members of Accessories Committee--Shoes and Stockings: Carolyn Saks, Charm; Bags , Belts, Gloves: Matilda Taylor, Women's Wear Daily; Jewelry: Mimi Aleinikoff, Fashion Consultant; Others: Eleanor McMillen Olsen, Kenyon & Eckhardt, Co-chairmen: Matilda Taylor and Mimi Aleinikoff. Price: $4.75 for members; $5.00 for guests (No limit on guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7108.		
Thursday Feb. 19 12:30 P.M. Luncheon	CUSTOM MILLINERY DURING LUNCHEON	MILGRIM	HOTEL PLAZA TERRACE ROOM
	Milgrim's will present their Spring custom millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim's Millinery Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Saturday Feb. 21- Feb. 28	NATIONAL "SEW AND SAVE" WEEK	NAT'L NEEDLECRAFT BUREAU	THROUGHOUT THE COUNTRY
	Fifteenth annual National Sew and Save Week, featuring a window display contest. Contact: George Pounder, 385 Fifth Avenue, LE. 2-4455.		
Feb. 22- Feb. 28	NATIONAL BEAUTY SALON WEEK, SPONSORED BY HAIRDRESSERS' BOARD OF TRADE OF N.Y., INC. Contact: Joann Granat, Chairman, 160 E. 48th St., PL. 3-5460.		
Feb. 23	LEGAL HOLIDAY -- Monday (WASHINGTON'S BIRTHDAY FALLS ON SUNDAY).		
Wednesday Feb. 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON PRESENTATION	B. ALTMAN & CO.; VARDEN DRESS	HOTEL PIERRE COTILLION ROOM
	Altman's will present fashions by Varden during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Publicity: Varden: Elsie Brandt, 530 Seventh Ave., PE. 6-5460. Altman: Ferris Megarity, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Monday March 2 10:00 A.M.	SHOE STYLE CONFERENCE	NATIONAL SHOE RETAILERS ASS'N.	HOTEL PLAZA GRAND BALLROOM
	"Design and Color Trends for Fall and Winter '53"--presented by the editors of "Vogue" Magazine, in cooperation with the National Shoe Retailers Association at the Association's semi-annual Style Conference. Contact: L.E. Langston, Exec. Vice-Pres., MU. 6-7520.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 2 11:00 A.M.	PREVIEW OF FASHIONS BY IRENE OF HOLLYWOOD	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
	Jay Thorpe will present Irene of Hollywood Spring fashions. By invitation. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.		
Monday March 2 4:30 P.M. Cocktails	PREVIEW OF READY-TO-WEAR COLLECTION	ELEANORA GARNETT	47 EAST 51ST STREET SALON
	Eleanora Garnett will present a preview of her Spring ready-to-wear collection. By invitation. Customer showing, Tues., March 3, at 2:30 P.M. Publicity: Austin Wilder, EL. 5-5275.		
Monday March 2 4:30 P.M.-7:00 P.M.	SHOES & HANDBAGS IN REPTILE LEATHERS	FLEMING-JOFFE, LTD.	401 FOURTH AVENUE SHOWROOM
	Cocktail party and showing of shoes, handbags and accessories, made of Fleming-Joffe's reptile leathers, at the opening of their new showrooms. By invitation only. Publicity: Dorothy Adams at Fleming-Joffe, WO.4-1680.		
Tuesday March 3 12:30 P.M. Luncheon	PREVIEW OF SPRING FASHION AT LUNCHEON	ZITA, INC. (44 EAST 64TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
	Gala showing of Zita's Spring custom-order fashions, with Julianna Larson as commentator. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Publicity: Barbara Cavanaugh, TE. 8-7218.		
Tuesday March 3 3:00 P.M.	PREVIEW OF CUSTOM COLLECTION FOR SPRING	OLDRIC ROYCE, INC.	16 EAST 52ND STREET SALON
	Oldric Royce will invite the press to preview the custom-order collection for Spring. By invitation only. Publicity: Nona James, 20 West 43rd St., CH. 4-7658.		

MU 40500

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday March 3	BERGDORF GOODMAN At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Wednesday March 4	SAKS FIFTH AVE. At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT,	PL. 3-4000
Monday March 9	MILGRIM At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: GERTRUDE LETTESE,	CI. 7-7200
Tuesday March 10	HENRI BENDEL At 2:30 P.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Tuesday March 10	ELIZABETH ARDEN At 4:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.,	TE. 8-8171

Tuesday March 3-March 4	42ND SEMI-ANNUAL AMERICAN LEATHER SHOWING	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
	Exhibit hours will be from 9:00 A.M. to 7:00 P.M. on Tuesday, March 3; and from 9:00 A.M. to 4:00 P.M. on Wednesday, March 4. Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 4 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS	JAY THORPE (24 WEST 57TH ST.)	4TH FLOOR
	Jay Thorpe will present Howard Greer Spring fashions to the press. By invitation only. Customer showing at 2:30 P.M. Publicity: Dorothy Coburn, JU. 6-1000.		
Wednesday March 4 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
	Else Fritz will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Else Fritz contact: EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Thursday March 5 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Beginning Monday March 9	FIFTIETH ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A.	HOTELS NEW YORKER AND McALPIN
	The fiftieth annual American Toy Fair will be held at the Hotels New Yorker and McAlpin; also, the permanent showrooms at 200 Fifth Avenue, and 1107 Broadway. Publicity: Ruth Millard, 200 Fifth Avenue, OR. 5-1141.		
Tuesday March 10 11:00 A.M.	PREVIEW: SPRING FASHION FESTIVAL	GUNTHER JAECKEL	10 EAST 57TH STREET 3RD FLOOR
	Gunther Jaeckel will present their Spring Fashion Festival to the press, highlighting designer clothes. By invitation only. Customer showing at 2:30 P.M. Contact: Carole Paley, PL. 5-7000.		
Wednesday March 11 12:15 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	PLACE TO BE ANNOUNCED
	The Fashion Group will present imports during luncheon. More details later. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940.		
Wednesday March 11 12:30 P.M. Luncheon	HERBERT MEYER COTTONS AT LUNCHEON SHOW	FIFTH AVENUE STORES	HOTEL PIERRE COTILLION ROOM
	Presentation of Herbert Meyer Cottons in fashions available at Fifth Avenue Stores. Press by invitation. Public by reservation; contact: TE. 8-8000. Herbert Meyer Publ.: Ken R. Williams, 160 Columbia Hts., Bklyn., UL. 5-3175. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
March 16-March 21	NATIONAL IRISH LINEN WEEK THROUGHOUT THE COUNTRY. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Thursday March 19 4:00 P.M.	ANNUAL FALL FABRIC FORUM	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
	Annual Fall Fabric Forum for children's wear manufacturers by Parents' Magazine, showing significant developments in new synthetics, new textures, new fabrics. Publicity: Monroe E. Michels, MU. 5-4400.		
March 29	HOLY WEEK (March 29-April 4).		
April 5	EASTER SUNDAY		

MOVIES...MUSIC...THEATRE

Beginning Monday Feb. 9 — FOURTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Feb. 9: Verdi's AIDA. Feb. 10: Strauss' DIE FLEDERMAUS. Feb. 11: Mozart's COSI FAN TUTTE. Feb. 12: Mascagni's CAVALLERIA RUSTICANA. Feb. 13: Puccini's LA BOHEME. Feb. 14, Mat.: Stravinsky's THE RAKE'S PROGRESS. Feb. 14, Eve.: Puccini's TOSCA. Publicity: Margaret Carson, PE. 6-1000.

Monday Feb. 9 — OPENING: "THE EMPEROR'S CLOTHES" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST.
Robert Whitehead, in association with The Playwrights' Company, will present George Tabori's drama of Budapest in the 1930's. Starring: Lee J. Cobb with Maureen Stapleton, Anthony Ross, Esmond Knight and Brandon de Wilde. Director: Harold Clurman. Settings: Lester Polakov. Costumes: Ben Edwards. Publicity: Barry Hyams, WI. 7-9218.

Tuesday Feb. 10 — OPENING: "ON BORROWED TIME" 48TH STREET THEATRE, 157 W. 48TH STREET
Richard W. Krakeur and Randolph Hale with William G. Costin, Jr. present Paul Osborn's fantasy, starring Victor Moore, Leo G. Carroll and Beulah Bondi. Director: Marshall Jamison. Costumes: Paul Morrison. Publicity: Karl Bernstein, CI. 6-0427.

Tuesday Feb. 10 — PREMIERE: "MOULIN ROUGE" (Movie) CAPITOL THEATRE, B'WAY AT 51ST STREET
A gala formal premiere for the benefit of the Damon Runyon Memorial Fund for Cancer Research. Technicolor Romulus Production, released by United Artists, about the wild and brilliant Paris of the "can-can"era and of the painter, Toulouse-Lautrec. Starring: Jose Ferrer with Zsa Zsa Gabor, Colette Marchand, Suzanne Flon. Director: John Huston. Costumes: Marcel Vertes. United Artists Publicity: Tess Michaels, CI. 5-6000. Capitol Publicity: Paula Gould, JU. 2-2000.

Wednesday Feb. 11 — OPENING: "HAZEL FLAGG" MARK HELLINGER THEATRE, B'WAY & 51ST STREET
Jule Styne-A.B. Farrell will present a musical adaptation of Ben Hecht's movie "Nothing Sacred". Starring: Helen Gallagher, Thomas Mitchell, Benay Venuta, John Howard with Jack Whiting. Director: David Alexander. Choreography: Robert Alton. Costumes: Miles White. Publicity: John Toohey, CH. 4-2644.

Thursday Feb. 12 — PREMIERE: "TONIGHT WE SING" (Movie) RADIO CITY MUSIC HALL, 6TH AVE.& 50TH
Twentieth Century-Fox Technicolor musical based on the career of the impresario Sol Hurok. Starring: David Wayne, Ezio Pinza, Roberta Peters, Isaac Stern. Producer: George Jessel. Director: Michell Leisen. Costume director: Charles Le Maire. Costumes by: Renie. 20th Century Publicity: Ed Feldman, CO. 5-3320. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Thursday Feb. 12 — PREMIERE: "PETER PAN" (Movie) ROXY THEATRE, 7TH AVENUE & 50TH STREET
A Walt Disney Technicolor Production distributed by RKO Radio Pictures, based on J.M. Barrie's fantasy of the "Never, Never Land of Eternal Youth". RKO Publ.: Don Prince, JU. 6-5050.

Saturday Feb. 14 — OPENING: "JOHN BROWN'S BODY" CENTURY THEATRE, 7TH AVE. AT 59TH STREET
Paul Gregory presents Tyrone Power, Judith Anderson, Raymond Massey in Stephen Vincent Benet's poem. Adapted and directed by: Charles Laughton. Publicity: Karl Bernstein, CI. 6-0427.

Thursday Feb. 19 — OPENING: "PICNIC" MUSIC BOX THEATRE, 239 WEST 45TH STREET
The Theatre Guild and Joshua Logan present a new play by William Inge starring Ralph Meeker, Janice Hule, with Peggy Conklin. Director: Joshua Logan. Settings & lighting: Jo Mielziner. Costumes: Mildred Trebor. Publicity: Leo Freedman, CH. 4-7250.